



AGREEMENT MADE BETWEEN

WCBS-TV

CONTRACT NO. REV.

1011-57969-1

DATE PRINTED

09/07/12

524 WEST 57th STREET, . NEW YORK NY 10019

WCBS-TV

AND

PAGE 1

22426 AGENCY (OR SERVICE) ACTING AS AGENT FOR 303626 ADVERTISER (OR AGENCY AND ADVERTISER)

NAME MEDIA STRATEGIES & RESEARCH
AND 11350 Random Hills Rd Ste 670ADDRESS Fairfax VA 22030-7428
USA

CONTACT Rachael Beale

GILLIBRAND FOR SENATE
PO BOX 15734Washington DC 20003-0734
USA

PRODUCT Gillibrand for Senate 2012

LOCAL SALESPERSON VINCENT MCCARTHY AGENCY EST. NO.
11700PRODUC1 1300
CODENATIONAL
SALESPERSON

BROADCAST SCHEDULE STARTING 10/15/12 AND ENDING 10/21/12 NO. WEEKS: 1

Cancellation Notice
Required
Announcement 28 days
prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.
NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1 LUR	11111..	5	05:00A	06:00A	30S	10/15/12-10/19/12	2 NEWS THIS MORNING 5-6AM	5	700.00	3500.00
2 LUR	21121..	7	06:00A	07:00A	30S	10/15/12-10/19/12	2 NEWS THIS MORNING	7	1500.00	10500.00
3 LUR	22222..	10	07:00A	09:00A	30S	10/15/12-10/19/12	THE EARLY SHOW	10	800.00	8000.00
4 LUR	Sa	1	06:00A	07:00A	30S	10/20/12-10/20/12	SAT MORNING NEWS 6-7AM	1	800.00	800.00
5 LUR	Sa	1	07:00A	09:00A	30S	10/20/12-10/20/12	CBS NEWS SATURDAY MORNING	1	800.00	800.00
6 LUR	Su	1	08:00A	08:57A	30S	10/21/12-10/21/12	SUNDAY MORNING NEWS 8-9AM	1	800.00	800.00
7 LUR	F	1	09:58A	11:00A	30S	10/19/12-10/19/12	LET'S MAKE A DEAL	1	1000.00	1000.00
8 LUR	10100..	2	10:58A	11:58A	30S	10/15/12-10/17/12	THE PRICE IS RIGHT	2	1500.00	3000.00
9 LUR	Th	1	11:58A	12:30P	30S	10/18/12-10/18/12	NOON NEWS	1	1200.00	1200.00
10 LUR	T	1	12:30P	01:30P	30S	10/16/12-10/16/12		1	1000.00	1000.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION



AGREEMENT MADE BETWEEN

WCBS-TV

524 WEST 57th STREET, . NEW YORK NY 10019

WCBS-TV

CONTRACT NO. REV.

1011-57969-1

DATE PRINTED

09/07/12

AND

PAGE 2

22426	AGENCY (OR SERVICE) ACTING AS AGENT FOR 303626		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME	MEDIA STRATEGIES & RESEARCH		GILLIBRAND FOR SENATE		
AND	11350 Random Hills Rd Ste 670		PO BOX 15734		
ADDRESS	Fairfax	VA 22030-7428	Washington	DC 20003-0734	
	USA		USA		
CONTACT	Rachael Beale		PRODUCT Gillibrand for Senate 2012		
LOCAL SALESPERSON	VINCENT MCCARTHY	AGENCY EST. NO. 11700	PRODUCT CODE	1300	
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 10/15/12 AND ENDING 10/21/12 NO. WEEKS: 1					

CBS Television Stations Standard Terms and Conditions for advertising shall apply
NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
11 LUR	F	1	01:30P	02:00P	30S	10/19/12-10/19/12		1	1000.00	1000.00
12 LUR	11111..	5	02:58P	04:00P	30S	10/15/12-10/19/12	DR. PHIL	5	1200.00	6000.00
13 LUR	21111..	6	04:00P	05:00P	30S	10/15/12-10/19/12	JUDGE JUDY	6	1500.00	9000.00
14 COR-AP	11211..	6	05:00P	06:00P	30S	10/15/12-10/19/12	5PM EARLY NEWS	6	3000.00	18000.00
15 COR-AP	11111..	5	06:00P	06:30P	30S	10/15/12-10/19/12		5	2700.00	13500.00
16 LUR	11111..	5	06:30P	07:00P	30S	10/15/12-10/19/12	CBS EVENING NEWS	5	2500.00	12500.00
17 LUR	11111..	5	06:58P	07:28P	30S	10/15/12-10/19/12	INSIDER	5	2500.00	12500.00
18 LUR	11111..	5	07:27P	07:58P	30S	10/15/12-10/19/12	ENTERTAINMENT TONIGHT	5	2500.00	12500.00
19 LUR	Sa	1	06:58P	07:56P	30S	10/20/12-10/20/12	ENTERTAINMENT TONIGHT SAT	1	1200.00	1200.00
20 LUR	T	1	07:58P	09:00P	30S	10/16/12-10/16/12	NAVY NCIS	1	20000.00	20000.00
21 LUR	W	1	09:58P	11:00P	30S	10/17/12-10/17/12	CSI WED 10-11PM	1	18000.00	18000.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

WCBS-TV

CONTRACT NO. REV.

1011-57969-1

DATE PRINTED

09/07/12

524 WEST 57th STREET, . NEW YORK NY 10019

WCBS-TV

AND

PAGE 3

22426	AGENCY (OR SERVICE)		ACTING AS AGENT FOR	303626	ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME	MEDIA STRATEGIES & RESEARCH				GILLIBRAND FOR SENATE		
AND	11350 Random Hills Rd Ste 670				PO BOX 15734		
ADDRESS	Fairfax	VA	22030-7428		Washington	DC 20003-0734	
	USA				USA		
CONTACT	Rachael Beale				PRODUCT Gillibrand for Senate 2012		
LOCAL SALESPERSON	VINCENT MCCARTHY		AGENCY EST. NO. 11700		PRODUCT CODE	1300	
NATIONAL SALESPERSON							
BROADCAST SCHEDULE STARTING 10/15/12 AND ENDING 10/21/12 NO. WEEKS: 1							

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
22 LUR	Th	1	10:00P	11:00P	30S	10/18/12-10/18/12	ELEMENTARY THURS 10-11PM	1	20000.00	20000.00
23 LUR	F	1	10:00P	11:00P	30S	10/19/12-10/19/12	BLUE BLOODS	1	16000.00	16000.00
24 LUR	Sa	1	09:58P	11:00P	30S	10/20/12-10/20/12	48HRS SAT 10-11PM	1	3000.00	3000.00
25 LUR	Su	1	10:00P	11:00P	30S	10/21/12-10/21/12	THE MENTALIST SUN 10-11PM	1	20000.00	20000.00
26 LUR	1111100	5	11:00P	11:35P	30S	10/15/12-10/19/12	LATE NEWS M-SUN	5	4000.00	20000.00
27 LUR	Sa	1	11:00P	11:35P	30S	10/20/12-10/20/12	LATE NEWS M-SUN	1	4000.00	4000.00
28 LUR	Su	1	11:00P	11:35P	30S	10/21/12-10/21/12	LATE NEWS M-SUN	1	4000.00	4000.00
29 LUR	01110..	3	11:35P	12:37A	30S	10/16/12-10/18/12	DAVID LETTERMAN SHOW	3	2000.00	6000.00
Total Contract:								85		247800.00
Billing Summary										
Qtr 4 12						Oct	Nov	Dec	Total	
						247800.00	.00	.00	247800.00	
GRAND TOTAL									247800.00	

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION